



# TRADE SHOW OPPORTUNITY

# HOSTEX 2005

---

## JOHANNESBURG, SOUTH AFRICA

---

### American Café:

The American Café at HostEx 2005 offers an excellent opportunity and cost-effective means for producers and suppliers of American food products to display their wares and gain maximum exposure at an international trade show.

### The Venue:

Sandston Convention Center  
Johannesburg, South Africa

### Dates:

Mar. 13-16, 2005

### Deadline:

Jan. 15, 2005

### The Show:

HostEx is the leading food and catering hospitality showcase in the region. In 2003, this show had 367 exhibitors and 10,000 trade visitors. HostEx is the ultimate magnet for the buying power behind the region's leading hotels, restaurants, pubs, clubs and guesthouses, caterers, fast food establishments and a host of other prominent purveyors. HostEx demonstrates the opportunities for increased U.S. exports to certain niche markets. For a minimal fee of \$400, a company can have its product displayed and sampled without the full expense of having its own booth.

### The Market:

Tourism, with an estimated average annual growth rate of 12 percent, is South Africa's fourth largest industry, supporting more than 700 hotels, 2,800 guesthouses and 10,000 restaurants. Tourism's total contribution to the national economy is estimated at more than \$10 billion annually.

### Best Products:

Pasta, chocolate candies, convenience foods, tree nuts and peanuts, frozen prepared foods for the food service sector, poultry, pet foods, Tex-Mex foods, consumer-ready rice, Greek foods, dairy products, popcorn, fresh fruits, sauces, fish and seafood, private-label products, cereals and whiskey

### Contact:

Tobitha Jones  
FAS Trade Show Office  
Tel.: (202) 690-1182  
Fax: (202) 690-4374  
E-mail: [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov)

